



city of  
**greenville**

# News Release

## **FALL FOR GREENVILLE RETURNS WITH WEEKEND FULL OF FLAVOR OCTOBER 11-13**

### ***Popular festival expands site; offers free shuttle service***

**(Greenville SC)** As one of the most highly anticipated events of the year, Fall for Greenville presented by Pepsi returns to downtown Greenville October 11 - 13. This year's festival will feature a taste of Greenville from 42 different restaurants showcasing over 250 different menu items and an expanded site from North Street to Augusta Street. In addition, the event will offer musical entertainment, culinary demonstrations, competitions, interactive mobile displays, children's activities and much more.

According to Fall for Greenville Board President Jeff Jacobs, the event has quickly become one of the most popular outdoor festivals in the Southeast, attracting more than 150,000 people over the course of the three-day event. "The Fall for Greenville Board of Trustees challenged itself this year to take what was already a wonderful weekend showcase of the best of our city, and step it up to an even higher level," said Jacobs. "We focused on an enhanced experience- from the more than 50 entertainment acts, to 13 new restaurants, to easier access to the event itself. In just the first two weeks of advance sales, we sold taste tickets to people in six states. The word is getting out about one of the largest outdoor festivals in the Southeast, and this year is certainly one you won't want to miss!"

In addition to this year's restaurant offerings, the festival will feature five different musical entertainment stages. Festival-goers can enjoy more than 50 popular national and local entertainers, including Grammy Award winner Sam Bush Band, Robert Randolph and the Family Band, Kopecky Family Band and Futurebirds on The Orangeville Stage presented by Clemson University. The weekend will also feature country, rock and blues music on the Michelin on Main Stage; beach music and party bands on the Steve White Audi Stage; jazz, blues and neo-soul music on the Furman University Jazz and Blues Stage in the Bank of America Wine Garden and bluegrass, indie and folk rock music on the Carolina Ale House Stage in the America's Satellites Beer Garden.

As the Main Stage sponsor this year, Clemson University will convert East Washington Street to Orangeville. “Clemson University is very pleased to be a sponsor of this year’s Fall for Greenville festival,” said Wil Brasington, Senior Director of Alumni Relations, Clemson University. “While Clemson, SC may be our ‘home town,’ Greenville is our ‘home city’! Clemson and Greenville have enjoyed a very strong partnership and synergistic relationship in so many ways over the years, and in many ways, this involvement in Fall for Greenville is simply a continuation of that. Given that Fall for Greenville has developed a strong reputation over the years of showcasing many of the finer offerings available in and around Greenville, it seemed natural for us to use this occasion to highlight the ‘Orangeville’ experience and the many ways Clemson is making an impact both in the local community and far beyond.”

This year’s festival will feature six interactive mobile tours, including the Ford Experience Tour on West Washington Street. The attraction will showcase the latest in Ford vehicles and technology and offer skill competitions, interactive vehicles and the opportunity to win exciting prizes, including a new Ford vehicle of the winner’s choice (up to \$30,000). To further enhance this year’s event, Fall for Greenville has partnered with Charleston Cooks! to offer live culinary demonstrations throughout the weekend and ABSOLUT Vodka and Southern Wine & Spirits for the Bartender’s Mix-Off where local restaurant staff will compete with their version of the best Fall for Greenville signature drink.

New to this year’s festival, the America’s Satellites Beer Garden will feature a Beer School offering informational sessions about craft brews from brewery experts. In addition, the America’s Satellites Beer Garden will feature 15 different breweries featuring 30 different craft brews. Festival-goers are also invited to sample a variety of wines in the Bank of America Wine Garden. Ben Arnold Beverage professionals will assist in helping find wines to match personal tastes.

Throughout the festival weekend, the City will offer two free park and ride services. Festival-goers can drive, bike or walk to the parking garage at CU-ICAR and ride Greenlink for free to the downtown transit center, located on McBee Avenue in the heart of the event festivities. The shuttle will operate at half hour intervals on Friday from 5 p.m. – 11 p.m.; on Saturday from 11 a.m. – 9 p.m. and on Sunday from 12 p.m. – 7 p.m. In addition, a free trolley park and ride service will be offered at County Square. The trolleys will start their service on Friday at 4:30 p.m., on Saturday at 10 a.m. and on Sunday at 10:30 a.m. and run continuously until 45 minutes after the scheduled closing times of the festival.

Festival taste tickets can be pre-purchased until Friday at 4 p.m. at Michelin on Main. Tickets are \$5 for a sheet of eight and can be used throughout the festival weekend to purchase festival food and beverages, merchandise and rides in the Nationwide Insurance Kid's Area. Festival-goers who pre-purchase \$50 worth of tickets (10 sheets) will receive one free sheet of tickets. No refunds will be given for pre-ticket sales.

Named a Top 20 Event by the Southeast Tourism Society, Fall for Greenville continues to support the local community by partnering with seven local nonprofits this year. Over the past 10 years, the festival has donated over \$350,000 to local charities.

For more information regarding this year's event, festival-goers can download the Fall for Greenville mobile app powered by WSPA to receive food vendor information, a festival map and schedule of events. The free app is available for iPhone and Android users. Festival attendees are also encouraged to stay connected with this year's event by becoming a fan on Facebook at [facebook.com/fallforgreenville](https://facebook.com/fallforgreenville), using the hashtag "#FFGVL" to join in the Fall for Greenville conversation over Twitter and visiting the event website at [www.fallforgreenville.net](http://www.fallforgreenville.net).

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